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COMMUNICATIONS AND MEDIA HOT TARGETS FOR GOING GREEN
Experts and Business Practitioners to Gather at Five Locations to Access the State of Green Media

News Highlights

- “Going Green” is now reaching down into the methods corporations, institutions and governments agencies use to communicate – print, web, advertising, meetings and tradeshow. What’s the carbon footprint of a national newspaper ad? What’s the footprint of an email blast or a direct mail campaign?
- Thought leaders, marketing professionals, print community members, government agencies and supply chain executives will review the State of Green Media in order to develop broader understanding of sustainable media processes.
- Leading trade associations, NGOs from both the US and Europe, and media outlets have joined with leader corporations to sponsor and support *The Green Media Conference Road Trip 2009*
- Five cities targeted to bring education and leading suppliers to conference attendees - Boston, Toronto, Los Angeles, Chicago and Washington, DC.

Mercer Island, WA (February 2, 2009) – As corporations and government agencies across the world move to green their operations, focus is now being drawn to the way they communicate – websites, emails, advertising, brochures, tradeshow and events – all are being scrutinized as the next big area for improvement in sustainability. Thought leaders, marketing professionals, print community members, government agencies and supply chain executives will review the State of Green Media in order to develop broader acceptance of sustainable media processes. All of these topics and more will be addressed at five separate conferences in June 2009 as part of *The Green Media Conference Road Trip 2009*, traveling to Boston, Toronto, Los Angeles, Chicago and Washington, DC. SustainCommWorld will present the conference, and are the producers of *The Business of Green Media Conference* and *The Green Media Show and Conference*.

Lisa Wellman, CEO SustainCommWorld Quote

“The non-alignment of media with message seems terribly ironic at a time when there is such an intense awareness of environmental responsibility and all things “green. Businesses in North America spend \$65+ billion per year on print media advertising. The average office worker generates 2 pounds of paper waste per day. Paper and printing related expenditures typically represent 15 to 30 percent of every



corporate dollar spent, exclusive of labor, according to the Institute for Sustainable Communication. Adding websites, email blasts, direct mail and events to the mix and the size of this communication activity is significant. However, few enterprises today can tell you the footprint of their marketing communication, print or digital. That is about to change.”

The Green Media Conference Road Trip 2009 Background Information

The Green Media Conference Road Trip 2009 will focus on bottom-line solutions to address enterprise communication and sustainability including: increased brand equity; growing shareholder value; business risk reduction; supply chain activity; sustainability reporting; carbon foot-printing and more. The conference will offer top executives uniquely valuable perspectives probing every aspect of sustainable communications from initiating a sustainability program, best practices and implementation strategies, to sustainability reports. The Conference brings together thought leaders in sustainability with a focus on the graphic communication industry and marketing communications, their supply chains and relevant enterprise stakeholders to discuss, challenge, learn and drive implementation of best practices in the greening of media.

The keynote speakers were chosen to deliver the big picture of sustainability as well as the tools needed for people to implement green initiatives the next day, next month and next year.

Don Carli, Conference Chair, EVP SustainCommWorld and Senior Research Fellow at The Institute for Sustainable Communications Quote

“This conference brings together thought leaders in sustainability with a focus on the graphic communication industry and marketing communications, their supply chains and relevant enterprise stakeholders to discuss, challenge, learn and drive implementation of best practices in the greening of media.

“As Conference Chair, I am gratified by the quality of speakers wishing to impart the knowledge they have learned so far in their own green practices. For two days, attendees will be able to choose from an excellent selection of topics all focused on media plus bonus networking sessions on marketing, tradeshow and energy. The depth of experience is amazing, from less than two years to those who were on the green train early with over fifteen years of practice.”

Mr. Carli will deliver a keynote address on the State of Green Media.

Expert Speakers Add Depth to Knowledge

An esteemed group of speakers have agreed to address the conference, each bring a different perspective to the topic, from the purely environmental side to how to take the country’s largest retailer, Wal-Mart, and redirect its efforts to become sustainable and green. Each city on the tour will have a different keynote address along with regional sustainability leaders as speakers. Many will share their experiences launching a sustainability program, their successes and, most important to the audience, their failures and how they overcame obstacles.

Registration will open March 15, 2009 at www.GreenMediaConference.com. Full program and speakers will be available on the site at that time.



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About SustainCommWorld

SustainCommWorld is focused on educating communication professionals from corporations, institutions and government agencies how to develop sustainable green workflows and supply chains to lower their carbon footprint. SustainCommWorld currently produces two major events: *The Business of Green Media* in cooperation with the Cal Poly Graphic Communication Department and the Graphic Communication Institute at Cal Poly, and *The Green Media Show*, a conference and expo in Boston.

SustainCommWorld staff consults with institutions and enterprises around the world on issues related to sustainable communication – the production of sustainable media and the associated business challenges and opportunities that face the graphic arts community and those involved in media production. Senior executives are frequent speakers at conferences around the world.

To further spread their green message, SustainCommWorld produces a bi-monthly newsletter “**Green Media Newsletter**,” “**Communicate Green Radio**” a weekly radio show debuting spring 2009 and social networking site **GreenMediaConnect.com** featuring blogs focused on sustainable media. For more information visit www.SustainCommWorld.com

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